

Station WOOD-TV GRAND RAPIDS, MI.

Advertiser () .BILL FARMER STATE R

Product Political

Estimate# 2518

Buyer Erica Corso

Phone#

Fax#

Agency () BUYING TIME

650 MASSACHUSETTS AVE,N.W., SUITE 210

WASHINGTON, DC 20001

Agency C/P1/P2/E 433/438/2518

Flight Dates 10/25/2012 - 11/05/2012

Hiatus Weeks

Rep Firm

Sales Office () PHILADELPHIA

Salesperson () IAN AMBRON

Salesperson Phone# 215-567-6005

Salesperson FAX# 215-525-9757

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	121	M	11P-1135P	NEWS AT 11P	:30	\$1,450.00	11/05-11/05	1	1	1	\$1,450.00	
Rating: 4.5												
	122	TU	8P-10P	THE VOICE/RESULTS	:30	\$4,000.00	10/30-10/30	1	1	1	\$4,000.00	
Rating: 4.5												
	123	F	430A-459A	DR OZ	:30	\$50.00	10/26-10/26	1	1	1	\$50.00	
Rating: 1.1												
	124	SA	8P-11P	SAT PRIME ENCORES	:30	\$550.00	10/27-10/27	2	1	2	\$1,100.00	
Rating: 3.3												
	125	SU	12A-1230A	SPORTS OVERTIME	:30	\$400.00	11/04-11/04	1	1	1	\$400.00	
Rating: 2.3												
Buyline Comment: MKGD FOR LN 44												

---REPORT TOTALS---

Report Totals: 65 / \$44,425.00

---SALES MONTHLY TOTALS---

Oct 12: 16 / \$9,025.00

Nov 12: 49 / \$35,400.00

Sales Totals: 65 / \$44,425.00

Station Totals: 65 / \$44,425.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$44,425	CATV	0%	WOOD	100%	WOTV	0%	WWMT	0%	WXMI	0%
		WXSP	0%	WZPX	0%	WZZM	0%				

---COMPETITIVE COMMENTS---

WILL ADD COMP

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Buyer	Erica Corso	Flight Dates	10/25/2012 - 11/05/2012	Salesperson Phone#	215-567-6005
Phone#		Hiatus Weeks		Salesperson FAX#	215-525-9757
Fax#					

Books	null
Demos	RA35+

--- CREDIT RISK ---
CASH IN ADVANCE